



2006 PORTLAND DISTRICT OFFICE SMALL BUSINESS PERSON OF THE YEAR

Richard S. Baek
President & Chief Consultant
VTM, Inc.

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In 1995, at the age of 27, Rich Baek (pictured above) walked away from a promising career at Intel and founded VTM, Inc., a global marketing, communications and consulting firm serving some of the most successful organizations and influential technology initiatives in the world. Its core business units are Initiatives Management, Event Management, Engineering Management and Public Relations. The company's clients include more than 20 global technology organizations, comprised of the world's most recognizable computer and consumer electronics companies such as Intel, Microsoft and Samsung. From calculated risk-taking to the development of new services, VTM does what it takes to do the right thing, the first time, every time.

Rich Baek currently serves as president and chief consultant. He has more than 14 years experience in international business development, entrepreneurship and technical marketing. Rich established VTM to provide technical marketing and event management services to high-tech industry initiatives and groups. He has since added public relations and interoperability & compliance engineering to VTM's service offerings. His leadership has played a key role in VTM's growth and unprecedented 100% client retention track record. Rich also wanted to build a successful, dynamic, fun place where his employees and he can work every day and achieve their professional aspirations through dedication and hard work.

Rich has grown VTM from a one-man \$20,000 a year company in 1995 to 70 employees with revenues of \$7.8 million in 2005.

To accommodate the company's rapid growth, VTM purchased, remodeled and recently relocated to a 28,500 square foot building in Beaverton, which more than doubles the size of its previous location.

Rich continues to make VTM a sustainable company by diversifying and taking calculated risks to enter new markets. In 2005, he launched an International Business Consulting

Group and the Interoperability and Compliance Engineering Group. The International Business Group will leverage VTM's experience in the Asia-Pacific Rim region to help companies define International marketing strategies and objectives.

Rich has been recognized as the "2005 Oregon Entrepreneurs Forum Award for Individual Achievement" and one of 40 young and talented business leaders in the Portland area by the Portland Business Journal in 2004; and, has received mention as the No. 4 "Advertising, PR and Marketing Firm" in Oregon and one of the "Top 25 Public Relations Companies" in Oregon in 2004.

Rich is deeply involved in the high-tech association industry. He serves as the Executive Director for several computing technology initiatives and associations, most notably PCI Special Interest Group, the USB Implementers Forum, the InfiniBand Trade Association and the Digital Living Network Alliance.

Rich has been awarded the "Intel Architecture Labs Award" and the "Intel Architecture Development Labs Award" for his work with the PCI Special Interest Group. He also received the "Korean American Chamber of Commerce of Oregon Award of Appreciation."

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